Seven Day Point Prevalence Rate Metric

Navy Medicine Health Promotion Wellness (HPW) Programs are responsible for collecting analyzing, and reporting the results and the outcomes of their MTF Tobacco Cessation programs. The standard Navy metric for determining the outcome of tobacco cessation treatment is the 7 (seven) day point prevalence rate.

The 7 day point prevalence rate is used at three and six months post treatment. Every individual who began HPW treatment (group, class, and individual counseling) is contacted to ascertain their current tobacco use status. They may be contacted in person, via phone, mail or email. Each person is asked –

Have you used any tobacco in the past 7 days?

If the person reports that he/she is tobacco free for the past seven days, they are considered to be abstinent. If they report tobacco use, they are considered to have relapsed. Three attempts are made to contact each individual. Those who cannot be reached are considered to have relapsed. The success and outcome data is computed by taking the number who began treatment and divided by the number who are tobacco free at 6 months. For example, if 10 began the group, and 6 completed group; 7 were successfully contacted and 3 were lost to follow-up; and 2 reported they were abstinent at 6 months, the 7-day prevalence rate is reported as 2/10 or 20%. This outcome may also be reported as 2 persons quit using tobacco for this particular group intervention.

The results of the MTF tobacco cessation program are to be reported to the NMCPHC Health Promotion Wellness Tobacco Cessation Program Manager twice a year. Please send results to Mark Long at Mark.long@med.navy.mil